THE FUTURE IS FEMALE
Inclusive strategies to engage donors and increase giving
RESEARCH

• Women are:
  • Surpassing men in educational attainment
  • Generating their own income at a growing rate
  • Receiving a transfer of wealth twice in their lifetime
  • The decision maker for household spending and investing
  • Giving is relational, not simply transactional
  • Women are interested in deeper engagement

WHAT WOMEN WANT

• An emotional connection
• More research in advance of donating to an organization
• 68% of Canadian women support no more than 3 causes each year
• To be part of the fight against persistent gender inequality
  - Philanthropy gives them the opportunity to be part of the solution and help other females
• Look to engage in events and programs
  • Advocacy and opportunities for collective action
  • Share knowledge and expertise
  • Enjoy access to leaders
UNDERSTANDING READINESS

- Internal
  - CEO, Board, Leadership
  - Dedicated staff time (~ ½ FTE)
  - Data clean-up
- External
  - Competitive landscape
  - Peer consultation
  - Prospective members
    - Community consultation

BUILDING THE FRAMEWORK

- Prospects
  - Linkage, Ability, Interest
- Criteria & Standards
  - Minimum investment, acceptable methods, designations, seats “earned”
- Responsibility
  - Cultivation vs Stewardship
- Engagement
  - Balanced learning journey
  - Events, Trips, Advocacy
SUCCESSES

• 23 donors pledged to date
  • Representing $3.5M
• Increased giving – from monthly to major gifts
• New donors
• Diversity (age and experience)
• Engagement
  • UNGA
  • Senegal
  • Women Deliver

CHALLENGES & CONSIDERATIONS

• Internal
  • Communication strategy
  • Attendance at events
  • Advocacy
• External
  • Diversity (ethnic)
  • Hands on volunteering, mentorship, etc.
  • Engaging men
THANK YOU!

AINSLEY DOWLE
dowel@plancanada.ca

DENISE FERNANDES
dfernandes@plancanada.ca

THE FABRIC OF FUNDRAISING
CELEBRATING 25 YEARS

MADE WITH 100% PASSION